



## Ocean Literacy Working Group

### *Work Plan*

#### **Issue:** Ocean Literacy

**Description:** The overarching theme in all education and outreach products will be Ocean Literacy: the understanding of the ocean's influence on you and your influence on the ocean, with an emphasis on the physical, biological, and cultural resources of the sanctuary. The need to increase Ocean Literacy among the general public has been identified as a priority issue for the sanctuary.

Education is defined as working with formal (classroom) and informal (visitor center, beach or in-the-field experience) groups. Outreach refers to disseminating information to the general public through outreach events, lectures, web material, and printed materials.

#### **Method of Communication within the Working Group:**

Respectfully acknowledging that each member has a busy schedule and is volunteering their time, the working group will communicate via phone on regularly scheduled conference calls every third Monday of the month (April 18th, May 16th, June 20th, July 18th, Aug 15th (Sept 19)). This is subject to change based on availability.

Between meetings, members will need to complete various email tasks as assigned, and are encouraged to use internet technology to share ideas. Meeting agendas and minutes will be available at

[http://hawaiihumpbackwhale.noaa.gov/management/workinggroups/ocean\\_literacy\\_wg.html](http://hawaiihumpbackwhale.noaa.gov/management/workinggroups/ocean_literacy_wg.html)